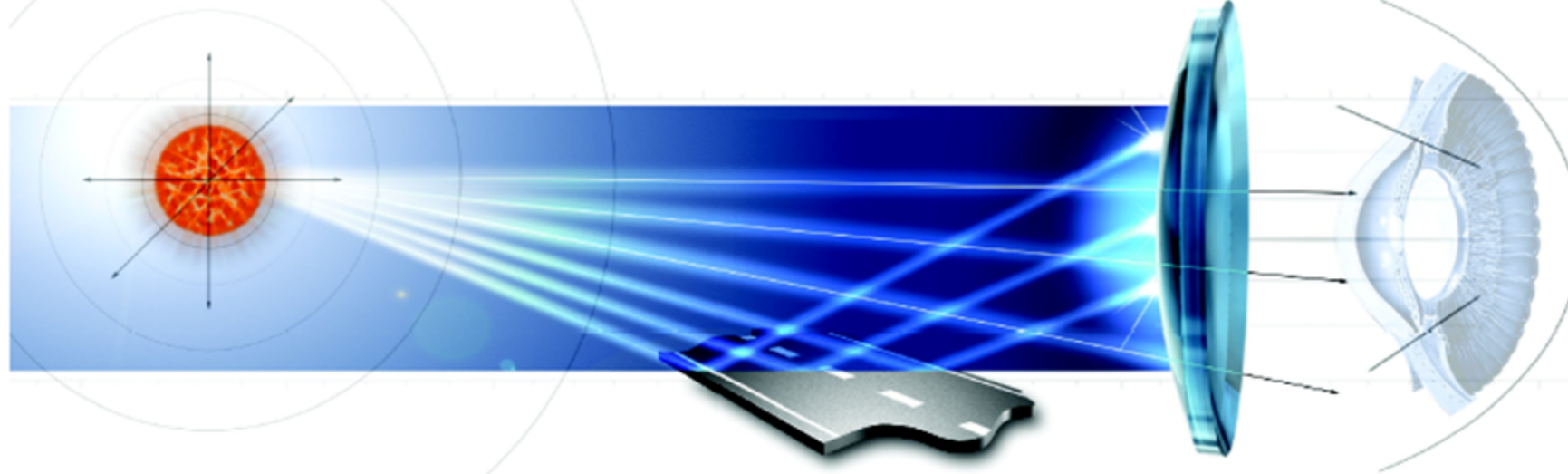


THERE IS NO SUBSTITUTION FOR POLARIZED LENSES

From the moment of reflection, light becomes polarized and forms visual noise - blinding glare that interferes with the real image. The only way to eliminate this glare is to place a polarized lens in its path.

THE ONLY REAL WAY TO BLOCK BLINDING GLARE

By blocking blinding glare polarized lenses greatly enhance visual acuity, color contrast and comfort. No other lens or treatment can perform this function. There is simply no substitution for quality polarized lenses.



THERE IS NO
SUBSTITUTION FOR
POLARIZED LENSES

PERCEIVED POLARIZED LENS SUBSTITUTIONS

PHOTOCHROMIC LENSES



Photochromic lenses, like Transitions® Lenses, are an excellent choice for a primary pair of prescription eyeglasses. Photochromic lenses do not always provide the sun protection desired by consumers. Behind the windshield of the car they may not darken adequately, and will not block blinding glare, but only reduce the intensity of light.

ANTI-REFLECTION COATING



AR coating is a great feature for ophthalmic lenses, removing annoying reflections and ghost images. AR coatings will actually increase light transmittance and reduce the reflections from the back surface of polarized sunwear. Blinding glare will not be effectively removed by A/R coatings alone.

TINTED LENSES



Tinted lenses only reduce light transmittance. They do not block blinding glare.

FIT-OVERS



Fit-overs make eyewear extremely heavy and uncomfortable. They limit peripheral vision, may distort optics, and their users look unstylish.

CLIP-ONS



Clip-ons increase the weight of eyewear and may cause scratches on the lens surface. They also may decrease optical quality and create additional surface reflections.

DRIVING

DASHBOARD GLARE ON THE WINDSHIELD



WITH POLARIZED LENSES



WITHOUT POLARIZED LENSES

There is no other circumstance where glare is more damaging than while driving a car. Besides the traditional sources of glare, drivers must endure glare formed by the dashboard on the windshield. Multiple research data shows that glare can reduce a driver's visual acuity. Polarizing lenses solve this problem.

THERE IS NO SUBSTITUTION FOR POLARIZED LENSES